



E-COMMERCE INSIGHT

PART II: HIT YOUR PRIME THIS BLACK FRIDAY

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BLACK FRIDAY



Countdown to Black Friday

In this issue of eCommerce Insight, we talk about the promotional phenomena that are Prime Day and Black Friday. We'll dig into trends we have noticed on customer behaviour and traffic uplifts.

Prime Day and Black Friday are well known promotional events that Amazon actively market, making them two of the biggest landmarks in any eCommerce calendar.

Dates for these events are never fixed with Prime Day hosted in the summer and Black Friday usually in late November.

"UPLIFTS IN TRAFFIC OCCUR 14 DAYS AHEAD OF THE EVENT..."

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The lack of a fixed annual sale date seems to have caused a shift in consumer behaviour. Up to 14 days before the actual promotional event, uplifts in traffic occur that signal a "research" phase beginning amongst consumers. This is even more evident a week before the event.

Naturally one would assume in this "research" phase there would be a decline in conversions due to the impending sales, which would offer the consumer a better deal. However, the data points to an actual increase in sales.



Among the many assumptions that could be made to explain this somewhat contradictory behaviour, is human nature's fear of missing out. Consumers fear that the approaching sales event could lead to their favoured product being out of stock in the ensuing frenzy that is Prime Day and Black Friday. This causes them to buy it pre-emptively, rather than risk waiting.

The one conclusion that can be made regardless is that this period of uplift before a promotion is the 'prime' time to be up and running. Do reach out to JAA if you need help or consultation in getting started!



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